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## **Bowflex Introduces a Smart Pair Of Dumbbells; SelectTech Dumbbells the Latest Fitness Innovation from The Nautilus Group**

VANCOUVER, Wash., Oct 13, 2004 (BUSINESS WIRE) -- The Nautilus Group (NYSE: NLS):

Bowflex, best known for its innovative home exercise gyms, is now introducing a new style of free-weight dumbbells that are as stylish as they are practical.

The sleek Bowflex(R) SelectTech(TM) Dumbbells are equipped with selectorized dials that adjust the lifting weight from 5 pounds to 52.5 pounds, with the unused weight plates staying secure in an accompanying base. The space-efficient free-weight system functions as 15 pairs of dumbbells in a single, compact unit that is designed to reside tastefully in the family room, loft, or apartment where it can be used anytime.

"We introduced this product concept on a limited basis earlier in the year and received a very positive response from consumers," said Tim Hawkins, chief customer officer and chief marketing officer for The Nautilus Group (NYSE: NLS), which manufactures and markets Bowflex products.

"This product overcomes the challenge that free weights need to be kept out in high-use areas if they are to be used frequently," Hawkins said. "Because they are stylish, compact and easy to adjust, you can leave them in high-traffic areas where anyone can adjust them quickly to address their workout needs."

Free weights are a staple in fitness programs and are the most sought-after fitness equipment item because they allow people to do multiple exercises at a reasonable price, Hawkins said. SelectTech dumbbells take that a step further by helping people perform more than 30 exercises and 80 variations, including strength, cardiovascular and flexibility-oriented workouts.

"These Bowflex SelectTech dumbbells are so sleek, so attractive, and so easy that you just want to pick them up and experiment," said Tom Purvis, the highly-regarded "Trainer to the Trainers" who trains fitness experts on strength resistance. "This may be the product that gets more people to begin or intensify their fitness training program in a quality way that they can do for life."

A pair of free-weights comes standard with a 90-minute training tape "Secrets of the 4 Step Rep" by Tom Purvis. It also includes a six-week satisfaction guarantee, two-year limited warranty on all parts, five-year warranty on weight plates, and a one-year warranty on labor. The retail price is \$399 plus shipping, with optional accessories including a mat, chrome stand, and bench. The complete package can be financed for direct customers for less than \$25 a month. The Bowflex SelectTech Dumbbells will be made available immediately through the company's direct television marketing programs and online at [www.bowflexselecttech.com](http://www.bowflexselecttech.com), with shipping direct to the customer's door. Eventually, the product will be available through selected sporting goods retail chains.

### **About The Nautilus Group**

Headquartered in Vancouver, Wash., The Nautilus Group, Inc. (NYSE: NLS) helps people achieve a fit and healthy lifestyle through proper exercise, rest and nutrition. With a brand portfolio that includes Nautilus(R), Bowflex(R), Schwinn(R) Fitness, StairMaster(R) and Trimline(R), The Nautilus Group manufactures and markets a complete line of innovative health and fitness products through direct, commercial and retail channels. The company was formed in 1986 and had 2003 revenues of about \$500 million. It has nearly 1,100 employees and operations in Washington, Colorado, Oklahoma, Texas, Illinois, Virginia, Switzerland, Germany, United Kingdom, Italy, and other locations around the world. More information is at [www.nautilusgroup.com](http://www.nautilusgroup.com).

Editors' Note: Video footage and high-resolution images are available upon request.

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